

MIDLANDS STATE UNIVERSITY



FACULTY OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES CARRIED OUT BY HIGHER AND TERTIARY INSTITUTIONS ON STUDENTS' CHOICE OF UNIVERSITY (CASE OF M.S.U)

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DEDICATIONS

I dedicate this dissertation to my loving mother, young brother and friends. Their unconditional love and support can never go unnoticed.

ACKNOWLEDGEMENTS

I would like to thank my supervisor for his professional guidance throughout this study , the research could not have been successful without his professional counsel. I wish also to express a heartfelt thanks to my family who have been there for me always supporting me financially, socially and emotionally.

ABSTRACT

The study sought to assess the effectiveness of promotional activities carried out by Higher and Tertiary Institutions on students' choice of university since higher and tertiary institutions have adopted promotional tools to attract more students to survive competition hence the need to examine the effectiveness of these activities being undertaken. Literature reviewed identified Advertising, PR and publicity, direct marketing methods, sponsorships, sales promotion and exhibitions as main elements of the promotional mix. However some scholars argue that publicity cannot be included in the promotional mix. Exploratory research design was used to acquire preliminary data while descriptive research design allowed the researcher to obtain data quantitatively and qualitatively using questionnaires and interviews as research instruments. A sample size of 90 respondents was used. Research findings indicated that students who came to know about MSU through the newspaper were 24.69%, and word of mouth had 33.33% open days 11.11%. Of the respondents 53.09% strongly agreed that MSU has a good reputation. Those who had been exposed to MSU's exhibition were 75.35% and 46 % of these rated the exhibitions as effective. Lastly the research findings showed that 9.88% strongly agreed that location has influence on university attraction whilst 56.79% agreed. In this regard the research concluded that newspaper advertising is an effective vehicle of promotion to expose prospective students MSU. Newspapers target the mass and commands wide readership. Exhibitions exposed a higher percentage of the respondents (75.35%) to MSU's brand indicating that these exhibitions are effective. Furthermore PR activities being undertaken by MSU are effective since university's image is able to attract students even from other countries. Lastly the research concluded that Location has influence on university attractiveness. It is in this view that the researcher recommends the university to improve the current communication strategies and PR as they were indicated to be effective by respondents. Suggestions are made to the university resume career guidance programmes since results shows that it has positive influence on students' choice of university. The University may also advertise in more different papers to include the chronicle which is popular in Matebeland province as to capture wide coverage and readership in the region. University may set up some ways to measure the effectiveness of the newspaper adverts on students' choice. The university may make some efforts to attend more exhibitions especially provincial agricultural shows so that they have visibility in other provinces other than Harare, Matebeleland and Midlands Province.

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ABBREVIATIONS AND DEFINITION OF TERMS

MSU	Midlands State University
CUT	Chinhoyi University of Technology
NUST	National University of Science and Technology
PR	Public Relations
IMC	Integrated Marketing Communications

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Appendix 1. Interview guide for employees

Appendix 2. Questionnaire for students

CHAPTER ONE

General Introduction

1.0 Introduction

Due to unprecedented growth of the Zimbabwean Higher and Tertiary education sector, more intense competition, and the existence of too many alternatives, sophistication in customer behaviour (students), institutions have adopted the promotional mix to attract students, position themselves and compete effectively on the national and global platform. With the government drastically reducing its university funding Higher and Tertiary institutions have to increasingly make conscious efforts to brand themselves in order to effectively stimulate and attract students for continued existence. Luxton, Mavondo and Reid (2015) asserts that the promotional mix is heterogeneously distributed among competitors, hence its ability to provide some competitive advantage for some organisations. This section will give the background of the study and objectives of the study. Delimitations, assumptions, limitations of the study will also be discussed herein this section.

1.1 Background of the study

The concept of applying marketing principles to educational institutions has significantly increased over the past years with several studies undertaken to determine the influence of promotional activities on student's choice of institution to study with. Khan and Quresh (2010) asserted variables of promotion mainly adopted by private schools in Pakistan and they noted mainly school appearance being used as a standard tool of promotion among other variables. The study was done to determine the impact of promotion on student's enrolment, the case being of private schools in Pakistan. The findings were that, there is a strong impact of school appearance being used as a standard tool of promotion. The research was focusing on private high schools and not universities and as such the results may not be generalised to include university students in Zimbabwe. In this regard the researcher intends to build on this platform to undertake a similar research which appeals to Zimbabwean universities since the area has not been covered to a greater extent.

A study in Ghana on educational public relations functions in private universities was conducted to expose the basic functions of the public relations offices of the selected universities. The findings were that three universities had similar functions of Public relations which included communications planning, information station, media liaison, reducing image damage Kinsley *et al*, (2013) to mention but just a few. In this view, the researcher did not dwell much on the effectiveness of these public relations principles rather it just went on to identify the functions ,the research was only focused on public relations activities excluding other marketing efforts done by the universities. This forms the thrust of this research to measure the effectiveness of these public relations practices on student's choice of university in Zimbabwe.

Coming closer home little has been covered in this rapidly growing business of higher and tertiary education in Zimbabwe in terms of their promotions measured against recruitment figures. Siwadi and Tirivanhu (2012) carried out a research on the communication strategies in a recovering economy the case of Zimbabwean universities .They found out that only one university was using websites effectively and noted that all universities were using advertising sparingly. Two universities had functional weekly press releases. All universities attended trade shows nationally. However the research was targeting all universities in Zimbabwe and did not place much emphasis on a single university in detail.

A study carried out by Mupemhi, (2013) on factors influencing the choice of university by students in Zimbabwe case of Midlands state university outlined the factors that students consider when choosing a university to study with. This however does not place much emphasis on the effectiveness of the promotional efforts by the institutions but rather on individual considerations and other factors like the tuition fees. Therefore the effectiveness of these promotional activities by Midlands State University still needs to be reviewed.

Mupemhi and Mupemhi (2011) also had a research on internal marketing issues at Midlands state university where the objective was to explore internal marketing initiatives at the university which gave the institution competitive advantage in motivating ,attracting and retaining the desired human capital .However their study was aiming at staff members not retaining students and their enrolment figures. They outlined several initiatives that were effective in attracting and retaining staff members. This gives the researcher the opportunity

to carry out the research on promotional efforts done by the same university to attract and retain students and their effectiveness.

Higher and Tertiary institutions are operating in a red ocean where there is stiff competition and are jostling for space nationally and beyond borders due to unprecedented growth of the Higher and tertiary education sector in Zimbabwe and abroad. Such mushrooming of universities took place amidst of dire economic and political challenges in Zimbabwe and as such universities have to strive for continued existence. Institutions are now competing to retain many higher quality students, for recognition, financial resources and donors due to insufficient funding from the government which has drastically reduced the funding of universities. As such there has been a drive towards marketing by universities to gain competitive advantage over other institutions. This has prompted universities to undertake promotional activities to strategically differentiate themselves from others.

Despite the fact that universities undertake various promotional activities, the enrolment figures for these universities vary considerably with higher margins. Other universities are increasing their numbers for example Midlands State University (MSU) whilst others like National University of Technology (NUST) are losing their numbers. It is therefore against this background that the researcher seeks to investigate the effectiveness of promotional activities employed by higher education institutions on student's choice of university.

MSU 2014 annual report records **20810** student enrolments for the second semester. National University of Science and Technology student enrolment **5705** according to the 2014 annual report (NUST) and it registered a decrease of **1, 3%**. C.U.T According to the admissions office has **7000** students. A report in one of the local newspapers THE HERALD 24 November 2014 showed that Midlands State University and the University of Zimbabwe produced **4719** and **3274** graduates in the year 2014 respectively whilst other state universities like Lupane **131** and Women University of Africa produced **500**.

The situation has been coupled by the introduction of private universities that are coming into play and command a fair share of the enrolment of students. These private universities also carry and promote their brands putting pressure on state owned universities. The table 1 shows the significant increase in enrolment figures in private institutions and can this be alluded to better promotional activities or there are other factors that may determine the increase in their enrolment

Private universities share of enrolments table 1.1

Year	% share of private universities
1995	4.6
1996	5.5
1997	3.9
1998	7.8
1999	6.1
2000	4.9
2001	4.1
2004	5.7
2005	8.4
2006	8.6
2007	8.0
2008	10.2
2009	8.8

Source; Garwe (2012) (opportunities and challenges faced by universities in Zimbabwe ZIMCHE)

1.2 Statement of the problem

The post independence era in Zimbabwe has seen the expansion of Tertiary education sector in which the number of universities grew from a single university by 1980 to 15 universities by 2015 (Garwe; 2012). These state, private and virtual universities have intensified competition in the higher education sector. Given the nature of competition, universities have adopted the promotional activities to survive but however the enrolment figures for these universities vary by larger margins with some increasing (MSU) whilst some are losing students (NUST) by 1.3%. This study sought to investigate the effectiveness promotional activities of M.S.U since its numbers have significantly increased over the past years.

Table 1.2

UNIVERSITY	ENROLMENT
MSU	20810
NUST	5078
CUT	7000

Source 2014 Year books MSU, NUST, CUT

Table 1.3

UNIVERSITY	Average number of graduates year 2014
MSU	4719
LUPANE	131
CUT	647

Source; *the Herald* 29 November 2014

1.3 Research Objectives

The Research sought to:

- Assess the influence of newspaper advertising on student choice of university at MSU.
- Examine the effectiveness of exhibitions on creating brand awareness to prospective students.(MSU)
- Evaluate the effectiveness of MSU public relations activities on improving corporate image.
- Analyse the influence of location on university attractiveness to prospective students.

1.4 Research Questions

- What is the influence of newspaper advertising on student choice of university?
- What is the effect of exhibitions on creating brand awareness to prospective students?
- What is the effect of public relations on improving corporate image?
- What is the influence of location on university's attractiveness to prospective students?

1.5 Significance of the Study

The student

- The research enhanced knowledge to the student on the area of study.
- The research helped the student with skills to gather analyse and present information accurately.

The university

- The research outcomes of this study were critical in explaining the effectiveness of applying marketing, promotional tools in influencing students' choice of university to study with.
- The research provided a base for further research by the university.

Tertiary Education Sector

- The Higher and Tertiary Education sector may benefit from the study because primarily universities have been involved in promotional and marketing their institutions hence the ministry may adopt the concepts at a macro level, resulting in a sustainable and attractive Higher and Tertiary Education brand for Zimbabwe.

1.6 Assumptions

- The respondents have a general appreciation of the topic on promotional activities and will cooperate.
- The research methodology would be appropriate for the study
- The sample size would reflect the population's views and opinions.

1.7 Delimitations of the study

- The study was carried out at Midlands State University in Zimbabwe.
- The sample was grouped as current students undergraduates (parallel and conventional) and employees of the university in the information and public relations office (MSU).
- The study focused on promotional activities carried out by MSU.
- The study focused on the enrollment figures of MSU from the year 2014 for two semesters.

1.8 Limitations

- The sample used may not represent the entire population's views and opinions.
- The research heavily depended on descriptive research design and qualitative methods therefore the results may differ if a different research design is used in a similar research.
- The use of one university to try and draw conclusions which can be generalised for other universities posed limitations.

Chapter Summary

This chapter introduced the research by providing a background to the study and changes relating to the operating environment of these tertiary institutions .This is articulated in the objectives of the study, its research questions as well as its significance, assumptions, scope and limitations. The next chapter presents the literature review.

CHAPTER TWO

Literature Review

2.0 Introduction

This chapter reviews the concept promotional mix as defined and understood by several scholars who made contributions to this area of study. The review of scholarly articles entails the identification of knowledge gap which the current research wishes to fill and identification of theoretical framework that guided the research. This chapter outlined major concepts in the promotional mix through an overview of relevant literature.

2.1 The concept Promotional mix and influence on student choice of university

The concept of promotional activities have been studied in the past but researches have focused much on marketing communications for other services with little regards to the Higher and Tertiary Education sector especially in Zimbabwe. Kitchen, Kim and Schultz (2008) assert that the meanings of promotional mix are widespread and varied throughout the world, a variety of concepts, approaches, methodologies, and applications exist around the meaning such that an academic agreement is difficult. Duncan and Everett (1993) also concede that promotional mix is both a concept and a process therefore it is difficult to arrive at a proper definition of integrated marketing communications (IMC). A study by Low (2000) indicated that there is a positive relationship between integrated marketing communications and company performance basing on product recall, awareness and recognition. Ewing (2009) concedes that an institution that possesses superior marketing communications can create long term market performance. Ewing then acknowledges that, there is a relationship between strong marketing communications and organisational performance.

Kotler and Keller (2009) assert that Marketing Communications are the means by which a firm tries to persuade, inform and remind customers about the product and brands they sell. Koekmoer (2004) also says that promotion is the collection of materials, activities and media used by the organisation to remind, inform customers about a product being offered in the same vein persuading them to buy and use the product. McCarthy and Perreault (1994) are of the opinion that promotion is the communication between sellers and prospective buyers of the product in an effort to influence behaviour and attitudes. Belch (2004) says promotional

mix is the basic tool used by organisations to accomplish their communication objectives. Kitchen (2003) postulates that IMC is the process of managing all sources of information about a product /service to which a customer is or prospect is exposed which behaviourally moves the customer towards a sale and maintains customer loyalty. Modern (1993) assert that marketing communications involves the controllable and non controllable variables of communication methods used to achieve the objectives of the marketing mix.

In light of the reviewed scholars most of them agree on that the promotional mix can be used to, inform customers and prospective customers, to create a need, to influence behaviour, accomplish organisational objectives, however in their definitions the scholars did not dwell much on the variables or the components of the IMC or promotional mix. Most of these scholars focused on what the promotional is expected to do. Scholars like Modern (1993) however identified two variables in his definition that are not recognised by other scholars reviewed. The Author included controllable and non controllable variables of marketing communications which entails that the uncontrollable variables are out of reach to the organisations such that the firm can do little to influence these uncontrollable variables as argued by Mordern (*ibid*).

2.1.1. Elements of the promotional mix

A review of the promotional mix shows that scholars and practitioners of marketing have a controversy on the scope, applications and concept of IMC or promotional tools. Kitchen, Kim, Schultz (2008) assert that the meanings of integrated marketing communications (IMC) are widespread and varied throughout the world, a variety of concepts, approaches, methodologies ,and applications exist around the meaning such that an academic agreement is difficult. Jenifer (1998) also concedes that the promotional mix is both a concept and a process therefore it is difficult to arrive at a proper definition and its variables. This is because due to time and technological advances there are some changes that are taking place and thus the concept of marketing communications and promotional mix is exposed to the test of time.

However scholars like Kotler (2004) asserts that the promotional mix constitutes the blend of public relations, advertising, sales promotion, personal selling, direct marketing tools that a company employs to pursue its marketing objectives and further goes on to say each promotion has its tools. Belch (2004) includes four elements in his definition in which he

proposes that, the promotional mix is a basic tool used by an organisation to accomplish its communication objectives. This includes advertising, public relations or publicity, sales promotion and personal selling. Strydom (2003) argues that marketing mix includes six elements that can be used by an organisation, advertising, sponsorships, direct selling, sales promotion methods, publicity and direct marketing.

Chinkota (2001) classified promotional tools into three categories placed in terms of decreasing impact on the customer or prospective customer. These are personal selling which allows (direct contact) with the customer, advertising which he calls (indirect contact) and lastly public relations or publicity termed (complimentary support). The definition places much of emphasis on the impact of each tool on customers. Koekmoer (2004) however identified seven distinct elements in his definition and these include, direct response marketing, advertising, public relations, sponsorships, sales promotion, personal selling. Modern (1993) assert that the communication mix has controllable and non controllable variables that can be utilised by an organisation. The author says the organisation cannot control non controllable variables. Controllable variables include advertising, publicity, sales promotion and personal selling.

Modern (1993) differs from other authors in the sense that the author proposes that there are controllable variables and non controllable variables whilst other scholars like Chinkota (2001), Koekmoer (2004) and Kotler (2004) agree that all promotional mix tools can be controlled by the organisation to influence behaviour and stimulate purchase. This forms a basis for identifying main elements of the promotional mix that can be adopted by organisations and these include advertising, public relations, personal selling, sales promotion, however some researchers like Menon (2004) argued against the inclusion of publicity in the promotional mix in which he argues that promotional mix of an organisation includes controllable variables in marketing but publicity is as a result of other functions of the promotional mix and cannot be directly controlled. Sales people can enhance publicity by positive word of mouth, advertising can also enhance publicity. Hence publicity should not be included in the IMC mix since it is a result of various elements that are employed by an organisation. It cannot stand on its own but rather depended more on other variables

In light of the elements identified by several scholars the researcher therefore identified major elements of the integrated marketing communications to include Advertising, PR and publicity, personal selling, sales promotion and direct marketing methods as indicated by

Kotler (2004). These are the most recurring elements in various authors' definitions and elements of promotional mix.

2.1.2 Promotional activities effectiveness and organisational performance

Baidya and mait (2010) carried out a research to ascertain the effectiveness of IMC empirical analysis of two brands in India. Their results suggested that individual components of IMC have unequal positive effects on physical sales for both brands. Furthermore the total effects of IMC on sales volume are positive and significant in both brands examined. This idea is reckoned by Chinkota (2001) who assert that IMC variables have a decreasing positive impact on customers.

Ming (2010) suggests that brands with more effective IMC or promotional mix have the capability to grow faster and become a more progressive rather than being a static target for competitors, thus creating a more sustainable, robust and competitive advantage over the rivals. Furthermore, their study confirms the influence of IMC on organisational effectiveness and brand's market-based performance. The study also provides evidence that the impact of IMC capability on a brand's financial performance is mediated by campaign and brand market performance. This idea conforms to that of Lancaster (1993) who says that promotion in its widest sense means moving forward. This means that an organisation can use IMC to gain strategic competitive leadership and advantage.

Nan (2004) carried out a research titled promotional mix and corporate performance the focus was on the long term relationship between operating income and advertising, sales promotional expenditures. The study found out that advertising, sales promotional expenses have a direct positive effect on the sales revenue and the growth rate of firms. This study is confirmed with that of Modern (1991) who outlines that sales and media spending have a carryover effect in the long run to the general brand performance of some not all stores. This suggests that promotional mix may have different impact on the customers and prospective customers of the organisations depending on the articulation of the mix.

Doyle (2010) had a study on advertising during recessionary times using cross sectional time series and found out that increasing promotional expenses during recession times is more beneficial than to promote during non recession times. This was done using a sample of 2662 firms. White and Miles (1996) however question the logic of allocating promotional funds as

business expenses. They are of the opinion that promotional expenses should be treated as an investment to be included in the capital of the business.

The dimensions, scope and application of the promotional mix identified elements of the promotional mix to include, Advertising, Public Relations, Sales promotion, Publicity, Direct marketing and Personal Selling but however Dekimpe and Hanssens (1995) assert that the value of promotional mix varies from store to store meaning that the impact of the promotional mix may not have the same impact. This idea conforms to that of Chinkota (2001) who classifies promotional tools into three distinct categories arranged with regards to their decreasing impact they have on the consumer. These are personal selling which allows (direct contact) with the customer, advertising which he calls (indirect contact) and lastly public relations or publicity termed (complimentary support). This idea places much emphasis on the degree of impact each tool has on the customer

It can be noted that marketing communications can be direct or indirect. The organisation has varied control over the variables of communication depending on the media used. Some tools have instant feedback, some do not have, and therefore the organisations have to choose the best so as to effectively communicate with their audience.

2.2 The concept of advertising and its influence on choice.

Today advertising has become a common phenomenon and has gained popularity in the business world. Some organisations are dedicating much of their resources to advertising with some yielding results, some have failed to register improvements after advertising and others do not even follow up or measure the outcome after advertising and the efforts will eventually go unnoticed. In the beginning of the 20th century Albert Lasker defined advertising as salesmanship in print driven by a reason. Starch (1923) asserts that advertising is selling in print. These advertising definitions converge on sole use of print media to advertise or communicate but however these definitions were given before the advent of electronic or digital platforms that have revolutionalised business practises today and the concept of advertising has been subjected to change over time also. Therefore these ideas of advertising solely relying on print media have failed to stand the test of time.

Zikmund and D'Amico (1999) assert that advertising is a persuasive message through a medium for the sponsor of the message. The American Marketing Association says that advertising is a paid form of non-personal presentation and promotion of ideas, goods and

services by a sponsor. Koekmoer (2004) maintains that advertising is a means of knowing what we want to sell or buy. Kotler (1999) is of the opinion that advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as news papers, magazines, television or radio by an identified sponsor. Joshi (2014'; 30) maintains that advertising is an impersonal method of communication as well as impersonal salesmanship for mass selling.

From the above Joshi (2014) and Kotler (1999) agree that advertising is non-personal together with the American Marketing Association. However Joshi's definition equates advertising and salesmanship to mean the same thing which is not a view shared by other scholars. Almost every scholar from reviewed above maintains that advertising targets the mass which means that it is not directed to individuals but masses. Zikmund and D'Amico(1999) suggests that advertising is only persuasive whilst other scholars like Koekmoer (2004) takes advertising as an informative that is to make customers and the organisation know the product they want better and make informed decisions.

2.2.1 Newspaper advertising/press advertising

Keyton (2001) assert that a newspaper is a publication that is issued weekly or daily, it includes international, local news, advertisements, opinions, sports news cartoons, and announcements. The author then goes on to say newspapers are an important way of letting people know what is happening in their vicinity and around the world. Jefkins (1994) argues that the effectiveness of advertisements made through print media heavily relies on the popularity of media (newspaper) used. Jefkins also is of the opinion that more money is spent annually on newspaper advertising than any other medium. Kotler (2002) assert that newspapers have better flexibility, local coverage, timeliness and goes on to say news papers are short lived and may have poor production quality as disadvantages, Wells (2002) says newspapers have high potential, immediate impact and are timely. Menon *et al* (1986) also argues that newspapers offer advantages that include the fact that newspapers can be cut, they are flexible and timely and can be used as shopping guides, Johansen and Nielsen (2012) goes on to identify the advantages of a news paper and asserted that newspapers have mass coverage, low cost amongst others.

However Engel *et al* (1994) in disagreement argues that appealing to the mass customers who are not specifically identified has become problematic and the risk is we may not achieve the

aim. The main argument being that traditional heavy weight mass targeting has been replaced by direct means of promotion using personal communication tools with the intension of targeting the single individual. In agreement Kitchen (2003) noticed a shift in communication budgets moving from mass media and traditional advertising to direct or personal promotions. This means that traditional methods are slowly being replaced by more direct advertising promotions.

From the given arguments by various authors above pertaining to newspaper advertising it can be noted that they did not dwell much on the effectiveness of advertising when targeting students. This is because this particular group may not be fully exposed to newspapers since they may not have the income to purchase these papers. Therefore any attempt to target this age group through newspapers may be a waste of resources.

2.2.2 Influence of News paper advertising on Consumer choice

Sparkman and Austin (1980) in their study on the effect of colour newspaper advertisements on sales revealed that mean sales increased significantly by 4.1% after using one colour or multiple coloured newspaper advert instead of identical white and black advertisements for those items whose price would have been reduced. This conclusion was reached after statistical analysis of empirical data showing changes after the adverts were done in colour. Their research focus was on determining the impact of colour adverts on consumer perception and choice the product leading to increased sales.

Hendon (1973) in his study of how mechanical features of the advert influence the perception consumers, argued that colourful adverts tended to have a higher note, read most and association than black and white adverts. The author went on to say that it supported the general assumption that colour is more effective as an attention getter than black and white adverts. Therefore those newspaper adverts with better mechanical features have more influence. However the study did not mention the product which was being advertised but rather dwelt much on the mechanical effects of the advert and its influence.

Goh, Hui and Png (2010) in their study titled 'newspaper reports and consumer choice' indicate that there is robust empirical evidence that newspaper reports affects consumer choice. Newspaper reports in this case means the way the newspaper reports the news and its perceived political affiliation by consumers would influence the decision of the consumer.

Newspaper reporting affects the credibility of the message to be disseminated by the advertiser ultimately influencing the consumers' decision.

The study on the influence of newspaper endorsements in presidential election Erikson (1976) reports evidence that newspapers influence the voters' presidential candidate in their local communities. This seemed to be contradicting with the general notion that voters were immune from partisan and newspaper propaganda when voting for the president. The one who was endorsed by the majority of the newspapers won in their respective local communities in which they belong. These advertisements have the capacity to influence the choices made by individuals. From the above observations on the influence of newspaper advertising on consumer choice Hendon (1973), Sparkman and Austin (1980) agree on the fact that colour and mechanical aspects of the newspaper can influence the consumer's choice. This makes imperative to the advertiser to make sure that the advert appeals to the customer in terms of mechanical features like colour, appearance and other features of the advert.

Goi *et al* (2010) and Erikson (1976) are both of the opinion that other factors which have nothing to do with the advert, for example if the newspaper is deemed by consumers to be politically inclined it more likely to be less effective in terms of advertising. Goi *et al* (2010) went on to stress that the way newspapers reports the news also affects the credibility of the advert. Therefore these authors were looking at other factors that may affect the reception of the message by the consumer despite the newspaper having influence on consumer choice. However these scholars mentioned above did not focus more on the quality of the message itself and its effectiveness but rather They studied mechanical factors like coloured adverts and black and white, political affiliation of the newspaper just to mention a few. The researcher now intends to investigate how the message of the advert can add value to the effectiveness of the newspaper advert. Zikmund (1996) says the effectiveness of an advert depends on the totality of the marketing mix. Therefore mechanical factors of the newspaper cannot guarantee success.

The scholars reviewed above did not manage to stress the targeted audience or the recipients of the message or advert but rather went on to generalise the audience without giving particular information about the targeted audience of the advert. This is cited by Kotler *et al* (1999; 807) when he asserts that advertising reaches general audience and hence may have little influence to the targeted consumer.

The reviewed scholars also did not fully address the nature of the product to be advertised and its contribution to the effectiveness of the newspaper advert. This is because the effectiveness of the media may also depend on the nature of the product which is being advertised and the media used.

2.2.3 Critic of newspaper advertising

Several authors have criticised advertising including newspaper advertising with Kotler (2002) pointing out that newspapers have short life span a view also shared by Jansen and Brenn (2011) who then goes on to say newspapers reaches a general audience and may not be seen by the targeted audience making it less effective. Kotler *et al* (1999; 807) says newspapers have small pass-along audience, poor reproduction quality hence the use and reliability of a newspaper advertising has its own shortcomings that the organisation must try to minimise by all means so that the effectiveness of the advert will still remain very high.

2.3 The concept of Public Relations (PR) and improving the corporate Image

Litten (1982;17) says *'Naturally, a student wishes to graduate from a prestige institution for he believes that such a degree will mean more in his subsequent career than a sheepskin from a less highly rated university'*.

The Excellence Theory of PR by Grunig (1992) and (2002) which is the main normative theory in the practise of PR which assumes that by undertaking the communication and management role, those who practise that can contribute to the general effectiveness of the institution. Therefore PR is at disposal in organisational planning and decision-making thus making it a management function that the organisation can use to achieve its strategic plans. Broom (2009; 7) assert that Public Relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the public's on whom its success or failure depends. Pasternak (2005:36) says Public Relations is a management function that helps the organisation to establish and maintain mutual communications, and cooperation with its publics. Harlow (*ibid*) reiterates that public relations, also involves management of problems and issues of the organisation. It is in the same vein that Grunig and Hunt (1994) says that Public Relations is the communications management between the organisation and the public.

The chartered institute of public relations defined public relations as discipline that looks after the reputation, with the agenda of improving understanding, influencing opinion and behaviour. They also go on to say it is a planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics. Coombs and Holladay (2006: 26) consider a broader definition to relationships in their definition when they say public relations is the management of mutually beneficial relationships in a web of stakeholders and organizational relationships'. The term 'stakeholder', implies the complexity and interdependence of relationships in which organizations survive in. The two-way symmetrical PR Model by Grunig and Hunt (1984) postulates that there is a more balanced two way communication between the organisation and its publics. They called this excellent PR. It gains strength from research on how the publics perceive the organisation. These ideas are shared by Lane (2003) who says the model allows equal and free flow of information between the organisation and its publics. Lane (*ibid*) goes on to say the relationship will be more mutual since the publics are proactive to the institutional business.

Harlow (1976), Grunig and Hunt (1994) agree on the fact that Public Relations is a 'management function', some saying a "sustained effort" and this implies that it is a deliberate and planned cause of action with a goal to achieve a desired outcome. From the given contributions above from these various scholars, they share common phrases and ideas in defining public relations. Broom 'maintaining' meaning that there is research and a continuum of activities to strengthen and cement the relationships. 'Mutually beneficial' means that there is a win-win situation for both parties involved such that a relationship is kept healthy whilst no party will be crying foul. This is also reckoned by Coombs and Holladay (2006) who concedes that PR includes the management of mutual beneficial relationships.

However some scholars like Forbes (1992) have a different view of PR and goes on to define public relations as making flowery arrangements of the facts, placing the less attractive hidden by the blooming ones. Levine (1993) also says that PR is raping a gift, whether in a nice or plain paper the issue is packaging the truth in your own terms. In contrast also, a renounced scholar emphasized the manipulation and persuasive concepts in his definition that public relations strive to engineer public support (Bernays, 1955: 4–5).

These scholars are of the opinion that PR is all about manipulating the publics to gain their support. Bernays (1955) says PR strives to engineer support from the public meaning the organisations will do whatever necessary to gain support by concealing real facts of the organisation. These ideologies are completely divorced from those of Broom (2009) and Harlow (1976) discussed earlier before. The ideas of Forbes (1992), Levine (1993) and Bernays (1995) are also supported by the press agency model and public information model by Grunig and Hunt(1984) in his four PR models in which he says Press agency models are activities that generates positive reputation and publicity to the media and ultimately to the public's. This idea is reckoned by Lane (2003) who says media agency activities are those that achieve favourable media comments. This model assumes that there is propaganda and communication is one way whilst the truth is not important in communication. it involves the manipulation of the publics. It therefore neglects the mutuality of relationships in PR. Public information model by Grunig and Hunt (1984) assumes one way communication from the organisation to the public's but in this case there is need to be truthful in the message and objective information about the institution. The information given reflects the organisation (Grunig and Hunt; 1984). However this model also fails to address the principles of communication in terms of it being a two way phenomenon but rather it maintains a one way therefore there will be no feed back to from the publics.

From these two contrasting ideologies of PR the researcher found out that, for sustainable relationships to be established and maintained there is need to communicate effectively and objectively without manipulating the other party. Creating a win-win situation for both parties so that the relationship will be mutually beneficial. PR should also be incorporated as a management function that can be used to achieve strategic goals of the institution. Successful implementation of PR will lead to long term relationships with the stake holders.

2.3.1 Public relations and corporate image

Gibson, Gonzales and Castanon (2006) assert that reputation is arguably the most valuable organisational asset and is financially meaningful just like other capital assets. In their paper titled 'the importance of Reputation and the role of Public relations' they argue that there is a positive linear relationship between the institutional success and reputation. They also point out that corporate reputation signifies public evaluation of the institution's activities, responsibility accountability, credibility and trust. Positive ethical PR strategies and moral

obligations in the society are very important in molding public perceptions of the organisation leading to its success.

Peters and Austin (1985) concedes that the two major primary functions of PR, reputation management and stakeholder relations. In their study of Public Relations effectiveness in public health institutions they highlight major facets of reputation management to include ethical behavior that is to maintain high level standards of ethics in its communications and all organisational business. Litten (1982) in her study titled “students concerns in choice of library school’ indicated that public relations and publicity and reputation influence 5.26% of the population to register with the library. The study was done to ascertain the factors that influence the enrolment and choice of students on library to study with. These findings show that public relations and the image of the library were factors to consider before ones registers. This study however was limited to the factors that affect choice of students and did not address how public relations is used to maintain corporate image which is the objective of this study. The researcher therefore seeks to build on this platform to try and gain insights on public relations and how it affects choice of university.

Sung and Yang (2008) on the Model of university image, the influence of brand personality, external prestige and reputation showed that all the afore mentioned factors had positive influence on students supportive attitudes towards a university. Of all the variables they found out that external prestige of the university was of utmost importance to college freshmen and reputation has the least impact on the choices made by students. However in their study Sung and Yang differentiated external prestige and reputation to have two different meanings which in this case the researcher intends to combine the words to mean the same thing.

The practise of PR has been used in different set ups to try and manage reputation of the institutions and for the success of the organisations. It has been noted that PR is a management function that strives to establish and maintain mutually benefiting relationships with stakeholder publics and it involves reputation management. Public relations can be used to manage reputation and images of organisations which will in turn influence the choices made by consumers.

2.4 The concept of exhibitions and brand awareness.

Scholars like Situma (2012) trace back the history of exhibitions to 600 BC where the book of Ezekiel in the bible written (588BC) contains references of merchants trading in multiple groups and buyers concentrated at designated areas. The book goes on to note the city of Tyre in the same book which was the important centre for trade and commerce, generally known as Expositions, Fairs or Exhibitions. Situma (2012) says exhibitions offer companies a platform to demonstrate and display their products to potential buyers who may eventually buy the products. Skov (2006) concedes that fairs or exhibitions are the exposition of the potential or actual supply as part of display that includes procedures, products and ideas for promotional use. Sternkopf (2005) is of the opinion that exhibitions are an organised display of art work, industry or science to induce public interest thus expanding trade. Merrilees (2008) concedes that exhibitions are periodical display of products by competing sellers under one roof in a closer proximity to promote a sale of the product to a concentration of buyers. Exhibitions are forms of human exchange where exhibitors and promoters communicate with their visitors.

The authors, Skov (2006) and Merrilees (2004) converge on the ideas that exhibitions are (1) done periodically, (2) buyers and sellers will be concentrated (3) done in one area with competitors closer to each other under one roof. Blythe and Rayner (1996) assert that exhibitions are widely accepted as powerful marketing tools and yet fewer studies have been done to measure the effectiveness of exhibitions in meeting the goals of the organisation. Despite the fact that exhibitions are regarded as useful marketing tools they have received little attention in the marketing literature. Taylor Nelson Business Services (1991) outlines that exhibitions are done to establish presence, develop interest, stimulate secondary markets, intensify awareness of the product and company, judge reactions of the market to the products, change belief of the market about the company and its offerings. Many companies in a study done by the Center of Leisure and Tourism (1989) in Britain exhibitors showed the following reasons and objectives for exhibiting and their level of importance.

This is summarised in the **table 2.4**

Objective	Percentage rate as important
Market research	4
New sales prospects	83

Test new ideas	6
Sell directly	25
Gain media coverage	14
Demonstrate products	26
Command presence	70
Launch new products	35

Source .The centre of leisure and tourism (1989)

2.4.1 Classification of Exhibitions

Exhibitions are usually classified under three categories, trade and consumer exhibitions, private events and agricultural shows. Rathmel (2004) concedes that exhibitions are of two types, trade fairs whose primary objective is to necessitate trade negotiations, expositions is concerned with making products known to the market. He then says exhibitions are periodical display of products by competing sellers under one roof in a closer proximity to promote a sale of the product to a concentration of buyers. Blythe and Rayner (1996) identify three categories of exhibitions which they call private events, agricultural shows and trade and consumer exhibitions. Situma (2012) outlines that there are two types of exhibitions, business to business trade shows mainly concerned with wholesalers and distributors with the intent of pushing the products in the channel. Consumer trade shows targeted to the general consumers designed to stimulate interest and purchase of the product by the end user.

Thus the exhibitions as identified by scholars save different purposes to the organisations depending on the objectives of each particular firm. Trade fairs which are more business to business approach with the intension of getting business deals .Consumer exhibitions target the end users of the products and the firm will be trying to stimulate interest in the consumers mind (Situma 2012).

2.4.2 Effectiveness of Exhibitions

Kirchgeorg, Springer, and Kastner (2010) assert that exhibitions blend some elements of personal selling and that advertising thus making it more effective. Exhibitors have different goals and as such marketers use surrogate measures of effectiveness which include, proportion of target audience attracted, number of leads generated, proportion contacted amongst others.

Situma (2012) in his study titled 'The effectiveness of trade shows and exhibitions as organisational marketing tools found out that (1) organisations were able to meet their marketing objectives by attending exhibition shows, (2) organisations views trade fairs or exhibitions shows as important marketing tools (3) there are other factors that determine show attendance such as product type, targeted consumers, public relations amongst other factors.

Ogunrombi (1997) in his study 'Exhibitions in University Libraries' indicated that exhibitions were undoubtedly a good vehicle by which universities can publicise their collections for full exploitation buy those who should use the library. Therefore this author is in agreement with Gopalakrishma and Lilien (2012) who are of the opinion that exhibitions blend several concepts of the marketing mix. This makes it imperative to the organisations to make full use of trade shows as a vehicle to publicise their university products. However this study was focusing on the university library only not the whole university and as such the effectiveness of exhibitions should be viewed to ascertain its contribution to the overall marketing efforts of the university as a whole not the library only.

A study by Gopalakrishma *et al* (1995) in America into 'the effectiveness of exhibiting' concluded that those people who attended the exhibition shows were more likely going to buy than those who did not buy. This study was done only to those firms who had not done any other promotion to new products they were launching. Customers were divided into categories with those who attended and those who did not attend the shows regarding the adoption of the new product. Results showed that those who attended adopted the product more than those who did not attend the exhibition.

Karabulut (2014) in the study 'Towards an understanding of the role of the trade fairs as facilitators to consumer creativity, defines consumer creativity as problem solving ability which an individual has that he or she can use to solve consumption related problems .the researcher found out exhibitions necessitate consumer creativity in different phases of the creative process. Therefore exhibitions are useful in providing consumers with, ideas, information, and support in the creative process. Generally it can be noted that scholars are in agreement and consider Exhibitions as an important tool of marketing communication that blends several other tools to make it more effective. It provides buyers and sellers an opportunity to interact physically allowing instant feedback. Exhibitions usually pull large numbers of people and organisations a able to attract more traffic to their respective areas of

display. However, Although marketers say that exhibitions are effective, the accuracy of evaluating the returns on investments done before and during the trade show is not known (Blythe and Rayner 1996).Organisations had virtually no ways of measuring non selling activities done at the show rather than the softer ways such as number of stand visitors, numbers of names collected and others but this however does not automatically translate into sales.

2.4.3 Benefits of Exhibitions

Exhibitions offer personal face to face to customers. With a myriad of electronic means of communicating one may ask why firms display at exhibitions. Reyhav (2009) assert that at exhibitions people can see the products in person, chat with the authorities and make inquiries. The value of trade shows or exhibitions lie in its face to face contacts. Kirchgeorg et al. (2010) predicts that it is completely the individual contact between decision makers, organizations and clients in an engaging and friendly environment. A study done by Kirchgeorg *et al* (2010,) outlines that in some circumstances when a firm has a client or a deal to close live correspondence is value than electronic or virtual correspondence. This shows that the individual face to face are important.

2.4.3.1 Neutral grounds, motivated visitors

Reyhav (2009) assert that another point of interest is that exhibitions allow an unbiased level ground and provide an opportunity for two distinctive groups to meet in neutral settings. There are no disturbances that may happen at the work place environment. Skov (2006) calls this non partisanship of the reasonable ground identified with the exhibitors, at the exchange reasonable they can show free of history, geology and social connection.

According to Global Association of the Exhibition Industry (2010) exhibitions represent a neutral sales area Trade shows are held at a location which is neither the home territory of the exhibitor nor of the visitor. The venue is a neutral area that makes it easier for the visitor to freely select from a pool of information offers, with no commitment. Both visitor and exhibitor are freed from interferences by daily company duties.

2.4.3.2 Hands-on encounters

Trade fairs are an interactive and effective live communication tool that permits individuals to get "hands-on confirmation and experience" about brands, Kirchgeorg et al. 2010). This

capacity to draw in the entire individual in the process reinforces the key attributes of live communication, building trust and emotional bonds between the exhibitor and the guest, which are basic components in building fruitful customer relationships (Kirchgeorg et al. 2010). There are numerous methods that exhibitors can upgrade the tactics to engage guests, for example, exhibits, movies, lighting, sound effects, music, aromas, refreshments and giveaways.

2.4.3.3 Marketing tool for all senses

Trade fairs' enables the use of all the senses. It is the sense of sight, smell, touch, taste and ambience that makes trade fairs unique. It is important for visitors to be able to test and touch products. This activates the brand experience and enhances visibility of the brands (Engblom 2014). Trade fairs can then be used to position the brand visibly in the mind of the customers through the use of senses.

2.5 The concept of Location and university attractiveness

Roggeveen and Thompson (2001) posit that the selection of site for colleges happens within a legal framework which is highly influenced by financial issues and pressure groups and as such this differs from state and private colleges. Several attributes are taken into consideration, accessibility, cheap land and aesthetics. Gearson (1993) assert that of all the decisions made by the management none of them surpasses the importance of how and where to locate organisational facilities and how to design them.

Gearing *et al* (1974) says a location's attractiveness is a combination of indicators, factors and attributes that make a location more appealing to travellers and thus it is the perception and preferences of individuals to determine the possibility of visiting the destination. Vengesayi (2003) asserts that attractiveness of a location outlines the opinions and belief of the visitor or potential visitor about a location's ability to satisfy their needs in that particular location. In this era of dynamic engagement the study of location and its possible attractiveness has gained much attention (Cho; 2008), however these numerous researches are being done mainly in the tourism sector. Gunn (1972) posits that a location which is not attractive will not be able to draw tourists.

2.5.1 Attractiveness of a location

Paul (2007) defines a location in two different ways in which he envisages that there is absolute location and relative location. Absolute location is defined as identifying a place using accepted, precise coordinates whilst Relative location is the position of a location in relation to other places. In this study the researcher fused mainly on relative location which is the location of MSU in relation to other places to determine the impact of relative location on student choice of university. Medlik (1993) asserts that a destination is a location or area to which a person is travelling to.

Gunn (1994) identified two main sources of a locational attractiveness which are termed primary and secondary resources. The primary resources include climate, landscapes, amidst other physical attributes of a location. These variables are also recognised by Middleton (2001) who says that primary resources include physical and natural aspects in the environment including climate and geographical landscapes and he included architecture which is missing in Gunn's definition. Goldener *et al* (2000) identified five main elements that makes a location more attractive which are cultural, events, natural geographic elements, entertainment and recreation.

Crouch and Ritchie (1999) posit that secondary resources facilitate or support the primary resources and they identified, transport, accommodation, energy and other services. Law (1995) identifies several secondary resources to include transport, transport catering, reception, amusements. Secondary resources makes life easier for people to enjoy their stay in a certain location since people will not have to struggle.

Gunn (1998) asserts that there are two sources of a locations image. He called these organic image and induced image of a location. Organic image represents what is known by a person without the use of information neither from advertising or any promotion. It means that the person would not have visited the actual place but still has an image that he/she attaches to that particular location or place. Induced image is built as a result of promotions and other communications that a person is exposed to such that they build perceptions of an individual. This model was adopted by Crampton (1991) who adds a third image which he calls the complex image. This is the image that comes as a result of the actual visit of a location. The visitor now would have faced the moment of truth and builds an image given what he /she has experienced.

Majority of aspects with regards to the concept of location and its attractiveness primary resources include natural resources, which can include water, climate, wildlife land and landscape. Secondary resources include, transport, accommodation, facilities and other services that make a location more appealing. However some authors like Muller (2000) does not differentiate primary and secondary resources he just identifies the five elements which fall under one category of resources. Some scholars like Evans (1995) elaborated the resources to superstructure which is not recognised by other authors which include hotels, hostels, motels resorts and other accommodation facilities but other authors simplifies this aspects under accommodation to include the superstructure.

2.5.2 University location and its Attractiveness

Morgan and Boron (2003) concede that students also consider location and distance from home when choosing a university amidst of other variables that determines their choices. This idea is integrated by Connor *et al* (2001) who assert that location of other universities may limit other students without adequate funding encouraging them to stay at home. Thus university location is of prime importance to prospective students because it entails how far students have to travel to acquire the services and this may pose challenges Connor *et al* (2001).

Huff (1966) suggests that the market share of an organisation is dependent upon the gravity attraction model which is defined as the extent to which customers may patronise a facility and surroundings of an organisation. Goodhue and Thompson (1995) according to their task – technology fit assert that a useful tool may be underutilised if it does not fit in the current status quo of an individual and as such individuals may rate the destination to be of high attractiveness but may not end up going there because the place may not fit his or her life style. In this view locational attractiveness is the total congruence of life style and the destination in question. Locational attractiveness varies considerably depending on individuals preferences.

Keys, Mason and Kendal (2002) did a research to teachers in schools who are mainly responsible for advising their students before they leave secondary school on applications to universities. They noted that preference of local universities was a major factor cited by teachers that contributed to students not going away from home with other factors like they are not attracted by courses by some universities. As such the location of a university in

relation to the location of the potential student may influence the choices made by students. This is confirmed by Mangan, *et al* (2010) who also cited location as a factor that influences the choice of university by students as shown on the diagram

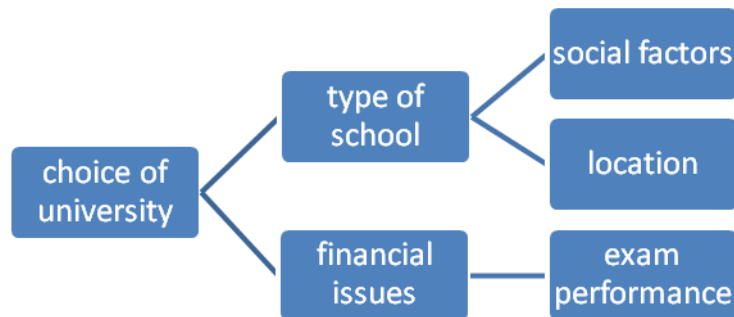


Fig 1 showing factors affecting choice Source *Mangan et al (2010)*

Cho (2007) had a research linking location attractiveness and tourist attraction. He noted that the overall perception of a location ranges from nice climate, inexpensive goods and services amongst other factors that may influence the customer to visit a destination. These are also reckoned by Gunn (1998) who envisages that a location has primary and secondary resources that can be used to attract potential visitors later extended by Crampton (1991) to include complex image that a person encounters when he/she visits the location. These have a bearing on one’s choice. This researcher however dwelt more on the theory of planned behaviour and the theory of reasoned action to draw conclusions on individual’s perception on location attractiveness in the tourism sector. In light of the above studies carried out with various researchers with regards to location’s attractiveness, some researcher noted that a location can be used as a standard promotional tool that a university can leverage on given the endowment of primary and secondary resources as identified by Gunn (1998) which can give a competitive advantage.

Summary

This chapter highlighted major concepts in the use of promotional mix its scope, use and application as it is understood by various authors who have contributed to this area of study. Several authors agree that the promotional mix includes advertising; PR, sales promotion personal selling and all other direct selling methods and these are controlled variables that an organisation can use. However scholars like Modern (1993) argue that publicity cannot be included since it is a result of other tools of promotional mix. A review on PR activities

revealed that various scholars, agree on the purpose of PR which includes creating, maintaining” meaning that there is research and a continuum of activities to strengthen and cement the relationships. ‘Mutually beneficial’ meaning that there is a win-win situation for both parties. However some scholars like Forbes (1992) have a different view of PR and goes on to define public relations as making flowery arrangements of the facts, placing the less attractive hidden by the blooming ones. Levine (1993) also says that PR is raping a gift, whether in a nice or plain paper the issue is packaging the truth in your own terms. A review on exhibitions revealed that exhibitions are done periodically, buyers and sellers will be concentrated, are done in one area with competitors closer to each other under one roof. Exhibitions are widely accepted as powerful marketing tools and yet fewer studies have been done to measure the effectiveness of exhibitions in meeting the goals of the organisation. Despite the fact that exhibitions are regarded as useful marketing tools they have received little attention in the marketing literature. Morgan and Boron (2003) concede that students also consider location and distance from home when choosing a university amidst of other variables that determines their choices. This idea is integrated by some scholars who assert that location of other universities may limit other students without adequate funding encouraging them to stay at home. Thus university location is of prime importance to prospective students because it entails how far students have to travel to acquire the services and this may pose challenges Connor *et al* (2001).

The current research intended to find out the effectiveness of newspaper advertising to secondary school graduates and those who are still in the secondary school education, since they are the major targets when the university advertises its undergraduate programmes in the newspaper. PR activities done by Higher and Tertiary institutions have received little attention with regards to managing corporate image to attract students hence this research aimed at determining the effectiveness of these activities of PR. Higher and Tertiary institutions have ever since started to attend exhibitions and the effectiveness of these have not been measured against the resources used hence the need to ascertain the influence of exhibitions on brand awareness. The concept of university location and its influence on university attractiveness has received little attention and yet it can be used as a tool to attract students therefore the researcher intends to ascertain its influence so that the concept can be used.

CHAPTER THREE:

Research Methodology

3.0 Introduction

This chapter outlines the methodology and design of this study. The chapter also describes the study population, the sample size and the sampling methods used in this study. It further considers various sampling methods and justifies the choice of the sampling method adopted for this study and lastly it details the data collection tools as well as considerations relating to the reliability and validity of data.

3.1 Research Design

The research design denotes the tactics and strategies the researcher selects in carrying a piece of research. It is thus a plan of intent that shows how a systematic and careful study is undertaken. It discloses and justifies the research instruments to be used in collecting the data. The research design acts as guide to the researcher in establishing the parameters to work within during the course of the study. The choice of the research design takes cognisance of the aims, purposes, intentions and plans of the research within the practical constraints of location, time and resources. Research designs can be broadly classified as exploratory, descriptive and casual research designs. For this study, the researcher used descriptive research and explanatory research for collecting data and analysing data.

3.1.1 Descriptive research

The researcher used the descriptive survey method as the main research design. The researcher selected descriptive survey as it allows the use of such data collection instruments as questionnaires and interviews, more so, it allows the collection of data on opinions, perceptions and attitudes towards the identification of factors influencing the choice of universities by students and how the promotion messages used by universities impact on these decisions.

3.1.2 Exploratory Research

The researcher used exploratory research in seeking insights into the use and effectiveness of the promotional mix adopted by MSU. The main motive for conducting this exploratory research is that there is limited research investigating the different factors affecting the choice of universities by Zimbabwean students and how the promotional mix used by MSU impact on the choices of students. Exploratory/ qualitative research design has the goal of formulating problems more precisely and clarifying concept gathering explanations gaining insight about the research. Exploratory research is undertaken to gain background information about the general nature of the research problem.

3.2 Study Population

Fraenkel and Wallen (1996), the population includes all individuals from whom the researcher is interested in getting information and making inferences. The study population were students at Midlands State University and the personnel working for Midlands State University in the public relations and communication office. Currently, the university has an enrolment of 20810 **students**. Currently, the population is spread across several faculties and those who have campuses outside Gweru were not considered together with the masters' students, visiting students, block release since the researcher may not be able to reach them. Hence a population of **12620** will be targeted.

3.3 Sampling Methods and Sample size

A sample can be defined as a subgroup of members selected from the population. Sampling methods can be classified into two broad categories: probability sampling and non-probability sampling

3.3.1 Probability Sampling

In this research a stratified random probability sampling was used. The students at MSU were sampled to respond to questionnaires. To achieve diverse scope of ideas, faculty and departments the stratified probability sampling method was useful since in probability sampling each population element is given a known non zero chance of being selected.

3.3.2 Non-probability Sampling

This was used for the staff members so that exact people are approached to give useful insights about the promotions and recruitment figures of the university and budgets allocated to these activities. For this reason all elements of the population do not have an equal chance of being selected and targeted people will be reached to gather relevant data.

3.3.3 Sample size

The minimum required sample size was calculated using the model suggested by Yount (2006) in his rule of thumb for sample sizes

Yount (2006) recommendations of a sample size as shown on the **table 3.3.3**

Size of population	Sampling percent
0-100	100%
101—1000	10%
1001—5000	5%
5001—10000	3%
10000+	1%

Source; Yount (2006)

The target population is 20810 but however this figure includes the post graduate ‘ masters’ students, visiting students and those on block release .those who were moved to other campuses that are not at the Gweru which the researcher may not be able to reach. Therefore after deducting these from the target population the population was 12620 and 1 % of these was used as a sample size. Yount (*ibid*) asserts that if the population’s degree of homogeneity is higher then the sample size can be reduced since the characteristics of the population are more or less the same hence the researcher used a sample size of 90 respondents.

3.4 Data Sources

The researcher made use of both primary and secondary data sources to gather data to answer the research questions and the research objectives. The researcher used questionnaires and interviews to obtain primary data.

3.4.1 Secondary data

Secondary data is “the data already collected in some other context than the present study” (Dawson, 2002). It provides the necessary background information, builds credibility for the research report and helps to clarify the problem during the exploratory research process.

3.4.2 Primary data

This is the data captured at the point where it is generated for the first time with specific purpose of the problem immediately at hand. The researcher exploited primary data because it gives first-hand information relevant to the study and it offers the researcher greater control over the information gathered. For the purpose of conducting this research, questionnaires were used to conduct survey and collect data direct from the students and employees. Interviews were used in some parts of the research to collect data from the communications office thus making the data more reliable, valid and be naturally accurate.

3.5 Data Collection Procedure

The researcher sought for permission to gather data relating to MSU through the letter of introduction. The researcher then generated questionnaires and distributed them to the participants discussed on the sample frame and had to collect them after the respondents had completed the questionnaires .Interviews were scheduled to meet those who work in the department of information and communication in the university.

3.6 Research Instruments

These are devices that are used to measure a phenomenon. In this case the researcher made use of Semi structured interviews and questionnaires to gather data.

3.6.1 Semi structured Interviews

Interviews were used to gather the data in this study. The researcher used intensive note taking during the interviews to ensure that all the data captured is accurate and to avoid distortion of facts.

3.6.2 Questionnaires

Questionnaires include all techniques of data collection in which each person is asked to respond to the same set of questions in a predetermined order designed by the researcher. Questionnaires were the most suitable and convenient way of reaching the fragmented sample in different faculties and campuses to be used. A closed (structured) ended questionnaire was used with the likert scale to allow respondents to respond in similar stimuli and makes it easy for the researcher to interpret the findings. The questionnaire contained some open ended questions to allow respondents to expose their views freely.

3.7 Validity and Reliability of findings

Reliability of data entails the extent to which the measure represents a theoretical concept that is accurate. Validity refers to the extent to which a measuring instrument measures what it intends to measure.

Large sample size to ensure reliability of data. The researcher used of a large sample size of 90 respondents which is 0.07% of the whole population. The population is largely homogeneous hence the sample size ensured equal representation of the targeted population.

Methodological Triangulation was used to ensure validity and accuracy of data since different tools of collection data will be used. Questionnaires and interviews were be used to ensure validity.

Pilot Study conducted to ensure the reliability results. Questionnaires were administered beforehand to expose misunderstandings and ambiguous questions that may confuse the respondent for corrections before they are sent out to the actual respondent. These people were selected on the basis of their ability read and write (literacy).

Simple and straight forward questions to improve validity of data. These were to be used so as to allow the respondent to understand the questions. Jargons were avoided so that correct and intended answers were given.

3.8 Ethical considerations

Ethical considerations are intended to ensure that the research is carried out in a way which serves and protects the interests and dignity of individuals and organizations involved in the research.

Right to Privacy As Leedy and Ormrod (2010) maintain, any study involving human beings should respect respondents' right to privacy. For them, under no circumstances should a research study report be presented in such a manner that others become aware of how a participant responded, In this study the researcher will ensure that the identities of the participants will not be disclosed in the research study report and that participants' responses will be held anonymous as a way of protecting them.

Informed Consent maintains that whenever people are recruited to participate in a research they should be given information on the nature of the study to be conducted. They further assert that respondents should be advised that they have the choice of either participating or not participating in the study.

Protection of Participants from Harm Researchers should not expose respondents to unnecessary physical and psychological harm. This makes it imperative to the researcher to avoid embarrassing, frightening, upsetting stressing or harming the participants so that data needed is gathered successfully.

3.9 Data Analysis Quantitative data was analysed with the use of the STATA 11 a computer package that allows the researcher to determine frequencies of responses and relationships between variables. Qualitative data was analysed by categorising and relating data provided, and authenticating conclusions about the data provided. Giving meaning to statements and quotations so that conclusions may be reached.

3.9.1 Data Presentation

After collecting the data the researcher used various ways of presenting the data which gives a clear presentation and understanding of the research findings. Quantitative Data was presented in the form of pie charts, graphs and tables with the aid of Microsoft excel and STATA 11. Qualitative data are mere facts, comments and statements made from the discussions. They were also used to support and explain quantitative presentations. This method clearly explains and summarizes the findings without losing the original data.

Summary

This chapter highlighted the research methodology. It shows the research design, the population and sampling procedure, the data collection instruments and procedures used in conducting the research, as well as the data presentation and analysis. The next chapter presents the data presentation, analysis and discussion of findings.

CHAPTER FOUR

Data Presentation, Analysis and Discussion of findings.

4.0 Introduction

This chapter mainly focuses on presentation, analysis and discussion of findings basing on the responses the researcher got from the respondents. Quantitative data was analysed using STATA 11 descriptive analysis of data whilst qualitative data was analysed by content analysis and sorting, giving meanings to statements since the research approach combined both quantitative and qualitative analysis. The research was conducted using questionnaires and interviews as instruments to collect data.

4.1 Response rate

A total of 90 questionnaires were distributed to respondents and 81 of these questionnaires were returned, 9 students did not return back the questionnaire to the researcher. Therefore the response rate becomes $(81/90)100=90\%$

Table 4.1 response rate on questionnaires

Respondent	Questionnaire issued	Questionnaire completed	% Response
Students	90	81	90

The response rate was good and it enabled the researcher to come up with more refined and balanced findings that can be relied on .Such a higher response rate may be credited to the fact that respondents understood well the concepts and were interested in answering the questions. The 10% non response rate was due to the fact that some students could not fill in the questionnaires and indicated that they were busy and some wanted to attend lectures, however there were no questionnaires for employees since they were interviewed.

4.2 Characteristics of the respondents

From the characteristics of respondents it can be noted that females were the majority with (53.09%) and their male counterparts (46.91%). This implies that the university applies gender policy as prescribed by the government to enrol more females than males following some efforts to redress gender disparities and empower the girl child who was previously disadvantaged.

TABLE 4.2 showing gender of respondents

Gender of Respondents	Frequency	%
Males	38	46.91
Females	43	53.09

4.2.1 Home provinces of respondents

On the characteristics of the respondents the researcher sought to identify home provinces of respondents to determine where the university draws its students mainly from and identify where the university needs to attend so as to attract more students in those provinces they have fewer students from.

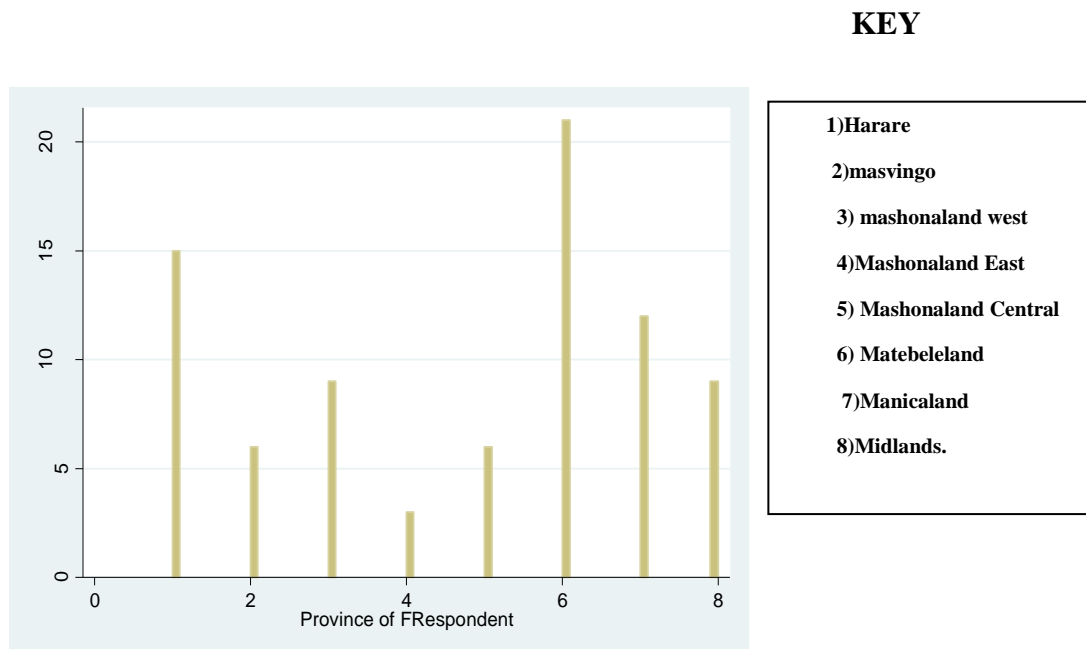


Fig 4.2.1 showing home provinces of respondents

Fig 4.2.1 shows that of the respondents, 18.52 % came from Harare, 7.41% came from Masvingo, 11.11% came from Mashonaland West, Mashonaland East had 3.70%, Mashonaland Central 7.41%, Matebeleland 25.93 %, Manicaland 14.81% .Midlands 11.11%.

The numbers shows that the university draws many of its students from Matebeleland followed by Harare province with the highest numbers. However the university receives fewer students from Mashonaland East and Mashonaland Central as indicated by the graph

4.3 Influence of newspaper on students’ choice of university

The researcher sought to determine the influence of newspaper advertising on students’ choice of university.

4.3.1 How students came to know about MSU.

The researcher sought to identify sources of information that students mainly use to know about MSU and its offerings .Fig 4.3.1 summarises the responses from respondents.

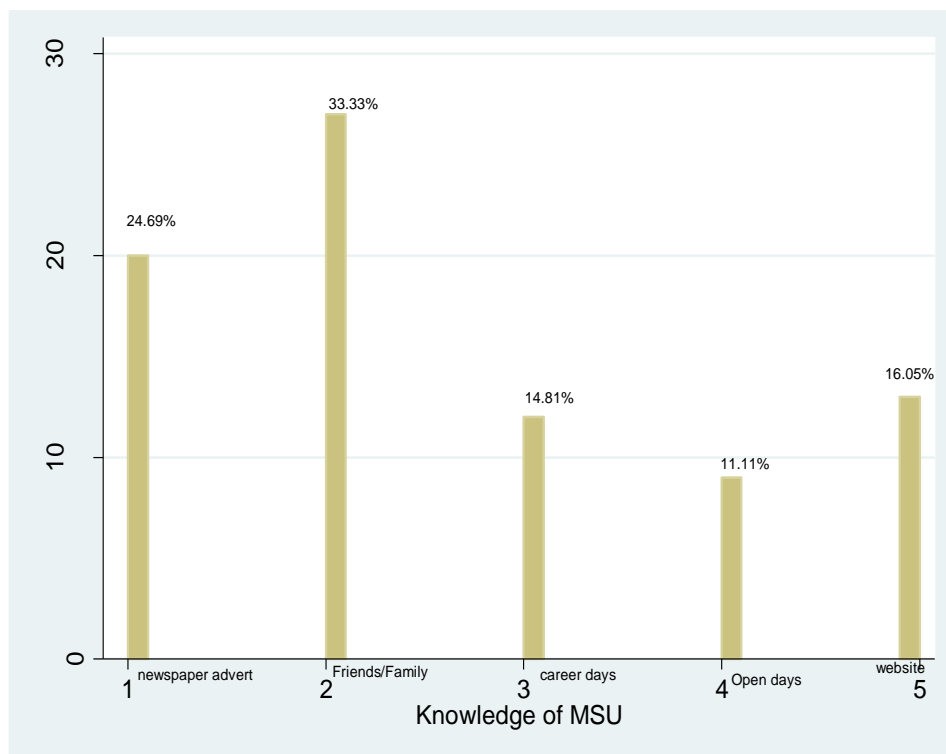


Fig 4.3.1 Showing sources of information used by students to get information about MSU

Field results show that most students were referred by family/friends with the highest level of 33.33% followed by newspaper adverts with 24.69%, Websites 16.05%, Career days

14.81% and open Days being the least with 11.11%. Of the respondents who mentioned family or friends as their source of information expressed the view that they were told by their peers or family about MSU and its programs. This confirms Koekmeor's (2004) idea who assert that the word of mouth can be a vital source of information, as such it can be used to the advantage of the organisation or can tanish the image of the institution. Those respondents who mentioned Newspaper expressed the veiw that they had seen a newspaper advert from MSU and its programms. This expression confirms the opinion given by the employees from the university PR department from the interview that they use newspaper advertising to targer prospective students as such it confirms why the university has continued to use this vehicle of promotion. Those who mentioned websited expressed the fact that they had known MSU through the internet. This expression confirms the growth of internet use in secondary schools and personal mobile phones that students have and as a result they get exposed to adverts they see over the internet. Those who mentioned career days expressed the view that they had known MSU as aresult of career days as represented by 14.81% but however these respondants should have been contacted before MSU stopped career days as such the number of career days has significantly dropped. Open days are the least on the list with 11.11% of the respondents indicating that they knew MSU through open days. These findings are in line with what was gathered from the interviews with employees who stressed that advertising and word of mouth are their major sources of information that students mainly rely on to get information about the university.

4.3.1.2 Most widely read and accessed Newspaper

In a bid to establish the most widely read newspaper by students the researcher found out that 27.16% indicated that they read The Herald, 40.74% indicated Sunday mail, 20.99% read Newsday and 11.11% indicated The Chronicle. As shown on the table 4.3.1.2

Table 4.3.1.2 Showing the responds access on different newspapers

Newspaper	Frequency	%
The Herald	22	27.16
Sunday mail	33	40.74
News Day	17	20.99
The Chronicle	9	11.11

Of those who indicated that they read the Herald more they expressed the opinion that they have access and like it more and the same is true to those who indicated Sunday mail, News day and the Chronicle, therefore these findings confirm why the University mainly advertises in the Sunday mail as indicated in the interview by some employees in the Information and PR department of the university, because of its wide readership and coverage confirming that MSU advertises more in the Sunday Mail more than any other newspaper to target more audience.

4.3.1.3 Media Attention and local news

The researcher sought to identify the media that attracts more attention from students so that it can be utilised to enhance wide coverage. The study showed that most respondents give their particular attention to the newspaper for local news with 45.68%. Those who indicated the radio had 24.69% and the television had 29.63% as shown on the table 4.3.1.3

Table 4.3.1.3

Media	Frequency	%
Newspaper	37	45.68
Radio	20	24.69
Television	24	29.63

Of the respondents who indicated the newspaper expressed the opinion that they read the news more for local news since it gives details accounts of what transpired. Those who mentioned the radio considered the issue of accessibility and entertainment rather than news and updates since they can also listen whilst travelling on their mobile phones. Those who mentioned television are of the opinion that they watch the Television mainly for entertainment and probably they would be watching other channels other than Zimbabwe Television (ZTV). This is in line with what was gathered in interviews with employees who emphasised that they advertise more in newspapers because for local news students opt for the newspaper hence they are likely to be exposed to the advert rather than the television were they will be watching international news hence they may not be exposed to the adverts.

4. 4. The effectiveness of PR activities on improving university image

The researcher sought to determine the effectiveness of PR activities on improving corporate image. That is how the students rank, perceive MSU’s brand image and the prestige one derives from being associated with MSU, as such respondents were asked to rank the universities in terms of their image and perceived prestige to determine the extent to which PR activities are improving corporate image. The researcher noted the following rankings (1) MSU, (2) UZ (3) CUT (4) GZU in all three aspects they were asked to respond to personal ranking, image and university prestige as shown on fig 4.4

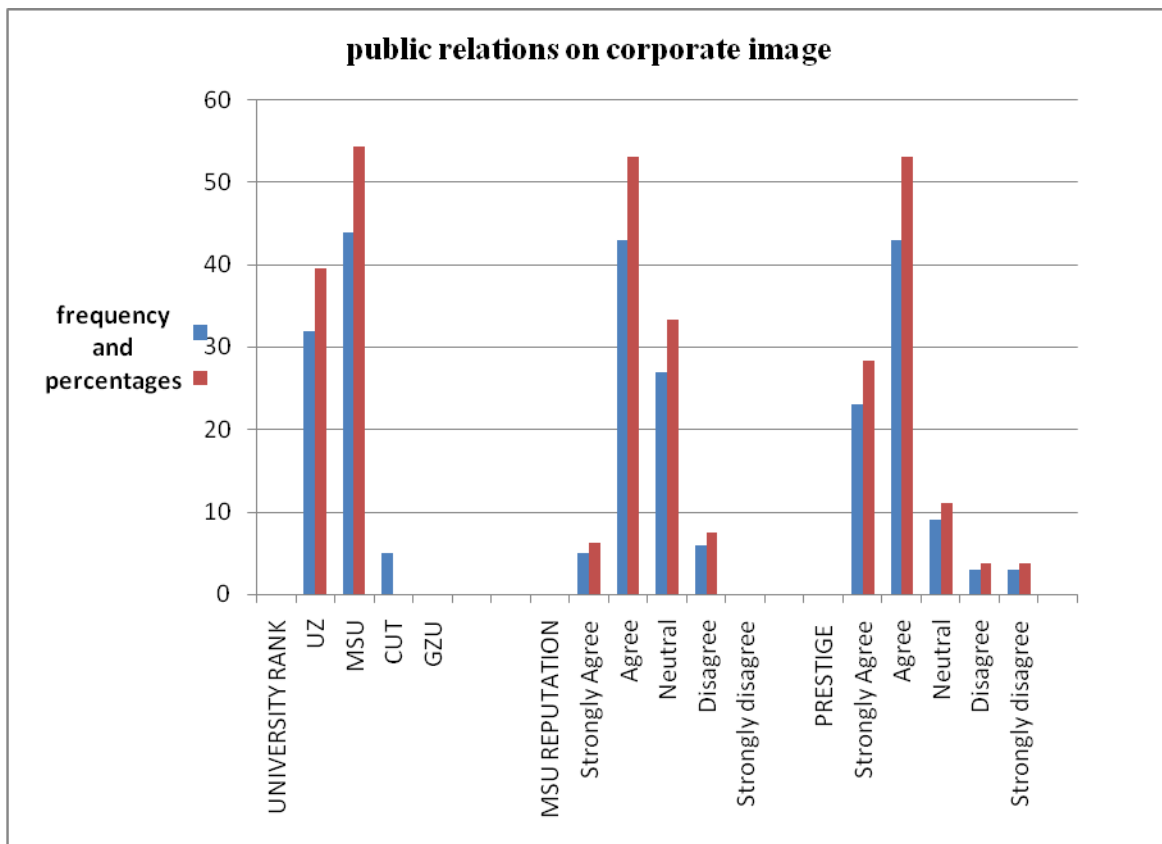


Fig 4.4 showing the responses on university ranking, reputation and prestige

Of those who indicated MSU as number 1 indicated that of all the four universities they were asked to rank MSU was the best from the choices they were given to choose from. 54.32% of the respondents agreeing that MSU was the best followed by UZ with 39.51%. On the middle section of the fig 4.4 shows that most of the respondents agreed that MSU’s reputation was good with 53.09% agreeing to that statement, 6.17% strongly agreed that MSU is attractive and has a good reputation. This confirms why most respondents showed that they knew MSU as a result of word of mouth from friends and family. This also confirms

the assertion of the Excellency theory of PR by Grunig (2002) who states that PR can be used to manage reputation and perceptions of stakeholders. 7.41% disagreed to the proposition that MSU has a good and attractive image. Of those who strongly agreed 28.48% and those who agreed 53.09% expressed the view that they derive prestige in their native town as a result of their association with MSU. This means that the majority agreed that MSU is a prestigious institution. However the 11.11% was neutral and they expressed the opinion that they are indifferent whether they derived prestige or not, 3.7 % disagreed to the statement that they derive prestige from being associated with MSU as such they are of the opinion that MSU is not a prestigious institution. These views from the questionnaire confirm what was outlined in the interviews with employees who were quoted to be saying ‘the image of MSU as a brand is improving and the university has managed to attract even international students around Africa.

4.5 Location and university Attractiveness.

The researcher intended to determine the influence of location on university attractiveness. Respondents were asked to give their opinion on whether they considered travel distance from home and results indicated that those who strongly agreed were 13.58% those who agreed had 38.27%, neutral 37.04%, disagree 7.41%, strongly disagree 3.70%

Respondents were also asked to respond to if host town and location of the university affected their choice, results indicate that those who strongly agree 9.88%, agree 56.79%, neutral 25.93%, disagree 3.7, strongly disagree 3.7%. Respondents were asked to respond to the statement that even if the university was to be moved from Gweru to another area they would still apply as undergraduates the responses were noted as follows, those who strongly disagreed had 28.40%, disagree 29.63%, neutral 30.86%, agree 7.41%, strongly agree 3,7%. The findings are shown on the fig 4.5

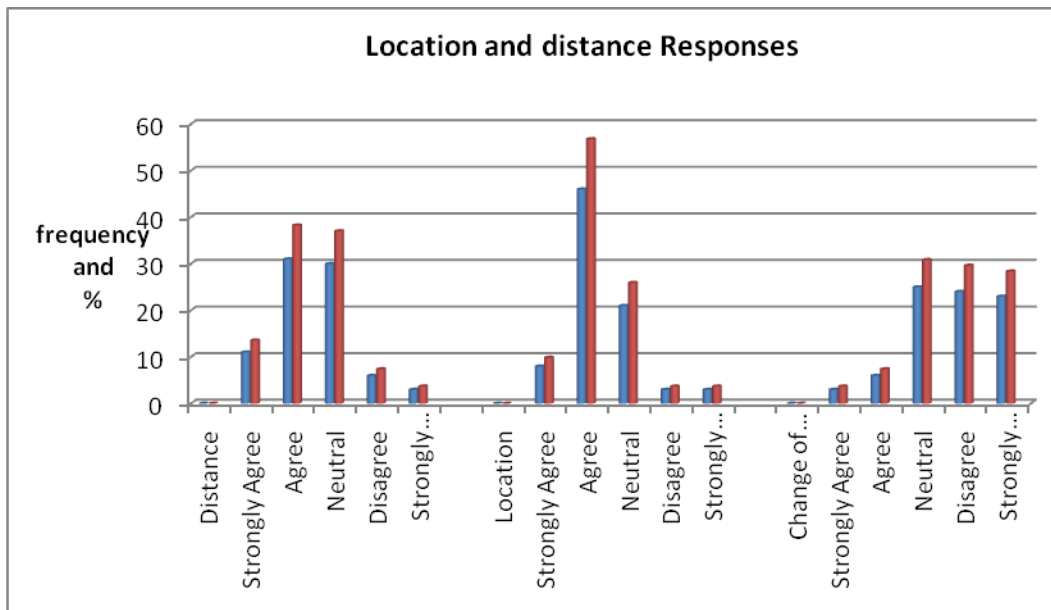


Fig 4.5. Showing responses on the influence location and university attractiveness.

Distance Of those who strongly agree, expressed the opinion that distance matters when one is choosing a university to attend .This is in line with what was suggested by Morgan and Boron (2003) who states that students consider how far they have to travel before they choose an institution to study with. Those who are neutral expressed the idea that they are in different and as such they can travel to faraway places for college, at the same time they are flexible to stay near home. Respondents, who disagreed and strongly disagreed, reflected the idea that they do not consider distance of travelling from home. Therefore whether the institution is far or close from home does not matter to them as long as they like the institution. These are highly flexible people.

Location 9.88% and 56.79 % of the respondents who strongly agreed and agreed as shown on fig4.5 are in line with the study done by Mangan, *et al* (2010) that revealed that location and town of an institution can influence the attractiveness of a university. 25.93 % which is neutral or indifferent are in different about the location of the university, 3.7% which disagrees and that 3.7% that strongly disagrees are of the opinion that the location of a university does not matter when one chooses a university to study with. However the majority agreed to that university location influences its attractiveness.

28.40% respondents indicated that they would have not applied if the university was to be moved from Gweru. 29.63% agreed that they would not apply if MSU was to be moved from the town of Gweru. The major arguments were that Gweru is more central and is connected

to major towns. In Zimbabwe also Gweru town has favourable weather conditions with little or no extremes making it easy to adopt as inferred from open ended questions in the questionnaire used as respondents indicated. However the interview with employees suggested otherwise, employees revealed that they had not considered locational advantage as a promotional tool which can be used for competitive advantage over other competitors.

4.6 Effectiveness of Exhibitions on creating brand awareness.

The researcher sought to ascertain the effectiveness of exhibitions on creating brand awareness and the results revealed that 75.31% of the respondents had visited any one of MSU’s exhibition and 24.69% had not encountered any of MSU’s exhibitions. Fig 4.6 shows graphically the results of the study.

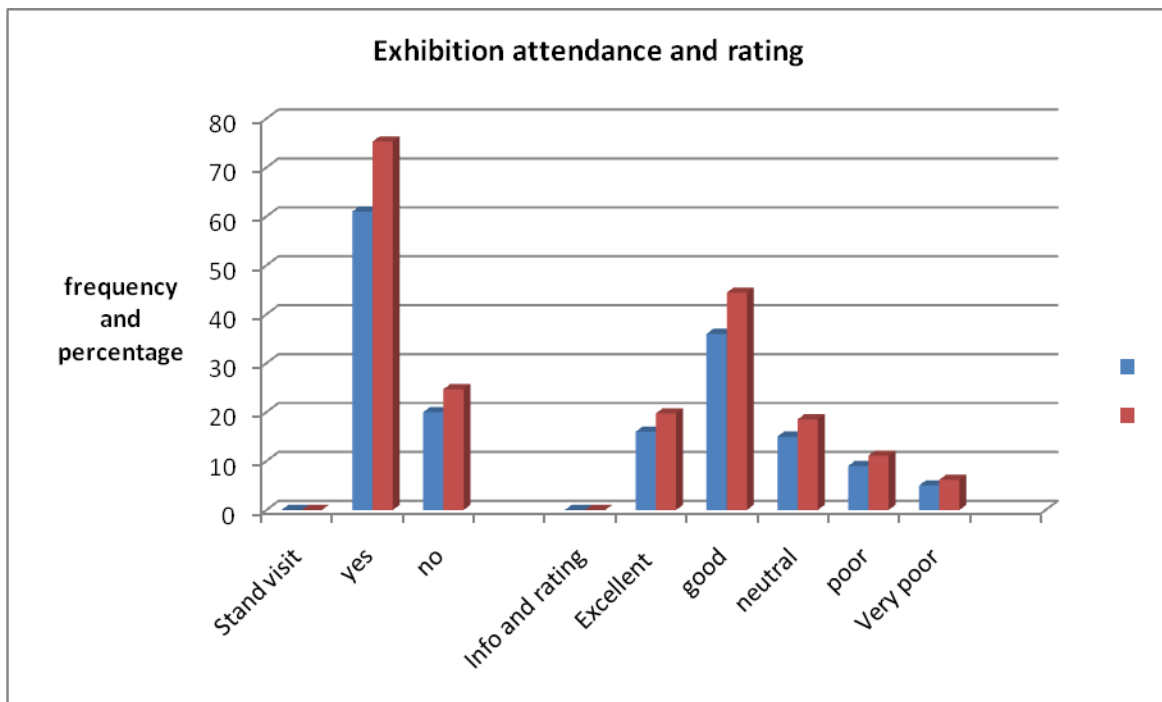


Fig 4.6 showing responses on the effectiveness of exhibitions on brand awareness

Of the respondents who had indicated yes (75.31%) they expressed the opinion that they had been exposed to at least 1 exhibition of MSU and rated the overall exhibition as good 44.2% and with 18% indicating that the exhibition was excellent suggesting that the exhibition they attended was able to address their issues satisfactorily. This is in line with what was indicated by the employees from the information and PR department of the university who suggests

that exhibitions allows for face to face with prospective students and they asked whatever they need to understand about the institution

Summary

The Analysis produced the following results.

- 24.69% of the current students knew the university through the newspaper adverts. 40.75% of those who read the newspaper they read the Sunday mail mostly.
- 53.09% of students agree that MSU has a good image and reputation hence they have prestige by virtue of being associated with the institution. 54.34% ranked MSU first given the choices made available to them by the researcher.
- 9.88% strongly agree that location of a university influences its attractiveness whilst 13.58% respondents stated that they considered travel distance when they applied.
- 75.31% of the respondents had been exposed to at least one of MSU's exhibitions. 24.69 % of these respondents acknowledged that the exhibitions of MSU were informative and addressed their issues satisfactorily. The next chapter presents the summary, conclusions and recommendations of the study.

CHAPTER FIVE

Summary, Conclusions and Recommendations

5.0 Summary

The study sought to assess the effectiveness of promotional activities carried out by Higher and Tertiary Institutions on students' choice of university since higher and tertiary institutions have adopted promotional tools to attract more students to survive competition hence the need to examine the effectiveness of these activities being undertaken. From the literature reviewed scholars identify Advertising, PR and publicity, Sales promotion, direct marketing methods, sponsorships and exhibitions as main elements of promotional activities. Exploratory research design was used to acquire preliminary data while descriptive research design allowed the researcher to obtain data quantitatively and qualitatively. A sample size of 90 respondents was used. Primary data was obtained through the use of questionnaires and interviews. Research findings indicated that Advertising, PR and publicity, Open Days, Exhibitions as main elements of the promotional mix that is currently used by the university (MSU). Students who came to know MSU through the newspaper were 24.69%, and word of mouth had 33.33% open days 11.11%. Furthermore the research findings indicated that 53.09% who strongly agreed that MSU has a good reputation and 52.32% ranked MSU first given the options they were given. Those who had been exposed to MSU's exhibition were 75.35%, and 46 % of these rated the exhibitions as effective. Lastly the research findings showed that 9.88% strongly agreed that location has influence on university attraction whilst 56.79% agreed.

5.1 Conclusions.

The study made the following conclusions:

5.1.1 Influence of newspaper advertising on student choice

From fig 4.3 results have shown that 24.59% of the students knew MSU through the newspaper. Fig 4.3.1.2 showed that many respondents opt for the newspaper for local news with 45.68% indicating that they access the newspaper for news and updates .This makes

newspaper advertising an effective vehicle of promotion to expose prospective students MSU. Newspapers target the mass, commands wide readership Wells (2002). Based on these findings the research is confident that newspaper advertising is an effective promotional tool to be continuously used by the University (MSU).

5.1.2 Effectiveness of Exhibitions in creating brand awareness

Attendance of exhibitions had a higher percentage of 75.35% of the respondents indicating that they had been exposed to MSU exhibitions. 44, 2% of these who had been exposed to the exhibitions rated the exhibition as good and informative addressing their needs. This means that exhibitions are a way to go in a bid to create brand awareness to prospective students achieving brand visibility. In this regard the research concludes that exhibitions are an effective way of achieving brand awareness and visibility.

5.1.3 Effectiveness of PR activities on improving corporate image

From the analysis of fig 4.4 those who strongly agreed and agreed were 6.17% and 53.09% respectively. 54.32% ranked MSU first given a variety of choices given by the researcher. This shows that the universities PR activities have been able to create a better and well perceived MSU in the minds of the students. Hence forth these activities have proved to be effective given the stiff competition. The researcher concludes that PR activities adopted by MSU are effective in managing the institution's image.

5.1.4 Influence of Location on university's attractiveness

Given the findings revealed on fig 4.5. Of the respondents 56.79% strongly agreed that location influences the attractiveness of a university 9.88% of the respondents agreed that location influences university's attractiveness. As such those universities that are strategically sited should leverage on this advantage to attract more students. Given that MSU is strategically linked to all major towns of the country, blessed with good weather conditions, more central on the map reducing travel distance from all corners of the country the university is enjoying the benefits of location. In this regard the researcher concludes that location influences the attractiveness of a university.

5.2 Recommendations

Given the conclusions and findings the researcher recommends that

Influence of newspaper advertising on students' choice

The University (MSU) may consider advertising in more different papers to include the chronicle which is popular in Matebeleland province as to capture wide coverage and readership in the region

The University (MSU) may set up ways to measure the effectiveness of the newspaper adverts on students' choice.

Effectiveness of Exhibitions on creating brand awareness to prospective students.

The university might make some efforts to attend more exhibitions especially provincial agricultural shows so that they have visibility on other provinces other than Harare and Matebeleland and Midlands Province.

MSU may give more branded materials to students during the shows so that remain visible and in the memory of the prospective student. Materials like pens, key holders and t -shirts to excite prospective students.

Effectiveness of PR Activities on improving corporate Image

The university may create more relationships with secondary schools so that those schools may channel their students to MSU. This can be done by making donations or part time teachers of subjects that are critical at secondary level by members of the university staff.

The university may try and respond and fully address the needs of the current students to avoid negative word of mouth because word of mouth is the most used one as revealed by the findings.

Influence of location on university's attraction

The university may attempt to market the university using its locational advantages whenever they promote the brand.

5.3 Areas of further research

The current research mainly newspaper advertising, PR activities, Exhibitions, and Location as instruments of the promotional activities, therefore further researches are recommended in the following areas.

Determining the use and effectiveness of websites and internet communications to attract students when advertising.

Measuring the influence and effectiveness of corporate social responsibility to attract students as part of public relations.

Determining the effectiveness of open days and career days on influencing students' choice as a way of exhibiting the university products.

University physical structures as a tool for competitive advantage.

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Appendix 1

Employee interview guide

Interview date

Position of interviewee.....

Years of service.....

Which media do you usually use target your prospective students and why

.....
.....

2 Which Newspaper do you usually advertise in for enrolments and why?

.....
.....

3. Which strategies do you use to manage the university's image.

.....
.....

4. Is MSU'S enrollement being affected by negative publicity? Please explain

.....
.....

5 How many exhibition shows do you attend on average every year and their locations.

.....
.....

6 Do you consider these exhibitions effective when targeting prospective students? Please kindly explain

.....
.....

7 Do you think MSU also rely on its location to attract students. Please explain

8 State geographical advantages that you think MSU has over other universities.

Appendix 2

Questionnaire for students

My name is AAA2. I am conducting a study in partial fulfilment of the requirements of Bcomm Marketing Management, which I am pursuing with the Midlands State University. The purpose of the study is to find out the effectiveness of promotional activities by Higher and Tertiary institutions on students choice of university. I am expecting the findings to make a significant contribution to the field of marketing. Due care and attention shall be taken to avoid any form of harm to you as a participant. Should you need any clarifications you can contact me on cell phone number: (+263739406886 or email;AAA2@gmail.com)

Student Demographics

1 Age.....

2 Gender.....

3 Home town/ city.....

4 Faculty and programme.....

Tick the appropriate box.

5) How did you come to know about MSU?	
Newspaper advert	
friends/family	
career days	
Open days	
Websites	
other (specify)	

6) Which newspaper do you usually read?	
The herald	
Sunday mail	
News day	
Chronicle	
other (specify)	

Support your answer on (6).....

7) Which media gets your attention mostly?	
Newspaper	
Radio	
Television	
other (specify)	

Support your answer.....

8) From the following, indicate how you would rank these state universities in terms of their image and reputation as universities of choice? One (1) representing the best.

UZ MSU GZU CUT

Indicate the extent of your agreement with each of the statements given below.

		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
9	I like MSU because of its attractive Reputation and image.					
10	Being a student at MSU gives me prestige in the community where I come from					
11	I considered travel distance when i chose a university to attend					
12	Town and location of the university influences the attractiveness					
13	Even if the university moves from to Gweru to go to another town i would still apply.					

Give reason for your answer (13)

.....

14) Have you ever visited MSU's stand/area of display at any given trade show

Yes No

15) The information given was

Excellent good Neutral poor very poor

16) Overall i would rate the exhibition as

Excellent good Neutral poor very poor

